



COUNTY OF LOS ANGELES

Public Health

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May 3, 2012

TO: Each Health Deputy

FROM: Jonathan E. Fielding, M.D., M.P.H. *JE Fielding*
Director and Health Officer

SUBJECT: **LOS ANGELES COUNTY CONDOM CAMPAIGN AND CONDOM
DISTRIBUTION PROGRAM**

This is to notify you that on May 21, 2012 the Department of Public Health (DPH) will launch a condom campaign and distribution program to encourage condom use by providing free condoms in areas of Los Angeles County that are disproportionately impacted by human immunodeficiency virus (HIV) and sexually transmitted diseases (STDs). The campaign is modeled after the successful New York City (NYC) Department of Health and Mental Hygiene's condom program, in which the Department hosted a design contest to create a NYC branded condom. The winning design was subsequently used on a NYC signature condom that was provided for free in health clinics and businesses throughout NYC.

DPH is using the lessons learned from NYC's experience to build a robust condom distribution program within Los Angeles County. The campaign and distribution program will be unveiled in stages. In March 2012, DPH began providing free generic *ONE Condom* brand condoms to agencies contracted with DPH to provide HIV and STD related services. Beginning on May 21, 2012, DPH will launch a contest similar to NYC's in which residents will have the opportunity to submit their designs for the look of the new Los Angeles branded condom. Attached are the advertising concepts asking residents to participate in the condom cover design contest entitled, "LA's Next Sex Symbol". These images are designed to catch the attention of passers-by and encourage them to enter the contest, while simultaneously reminding them to use condoms. The ads direct people to visit the campaign website, www.LAsexsymbol.com, to enter the contest, and to learn more about DPH's condom program.

At the end of June 2012, a contest winner will be announced and production of the Los Angeles signature condom using the winning design(s) will commence. The goal is to distribute one million and one condoms by the end of the year. After the conclusion of the contest, the LA Sex Symbol website will continue to be available for people to learn more about condoms, including how to use one and where to find free condoms. In addition, the website will allow condom distributors (such as local clinics and businesses) to place bulk orders for condoms directly from the manufacturer on an as-needed basis.

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If you have any questions or would like additional information, please let me know.

JEF:mjp
PH:1205:003

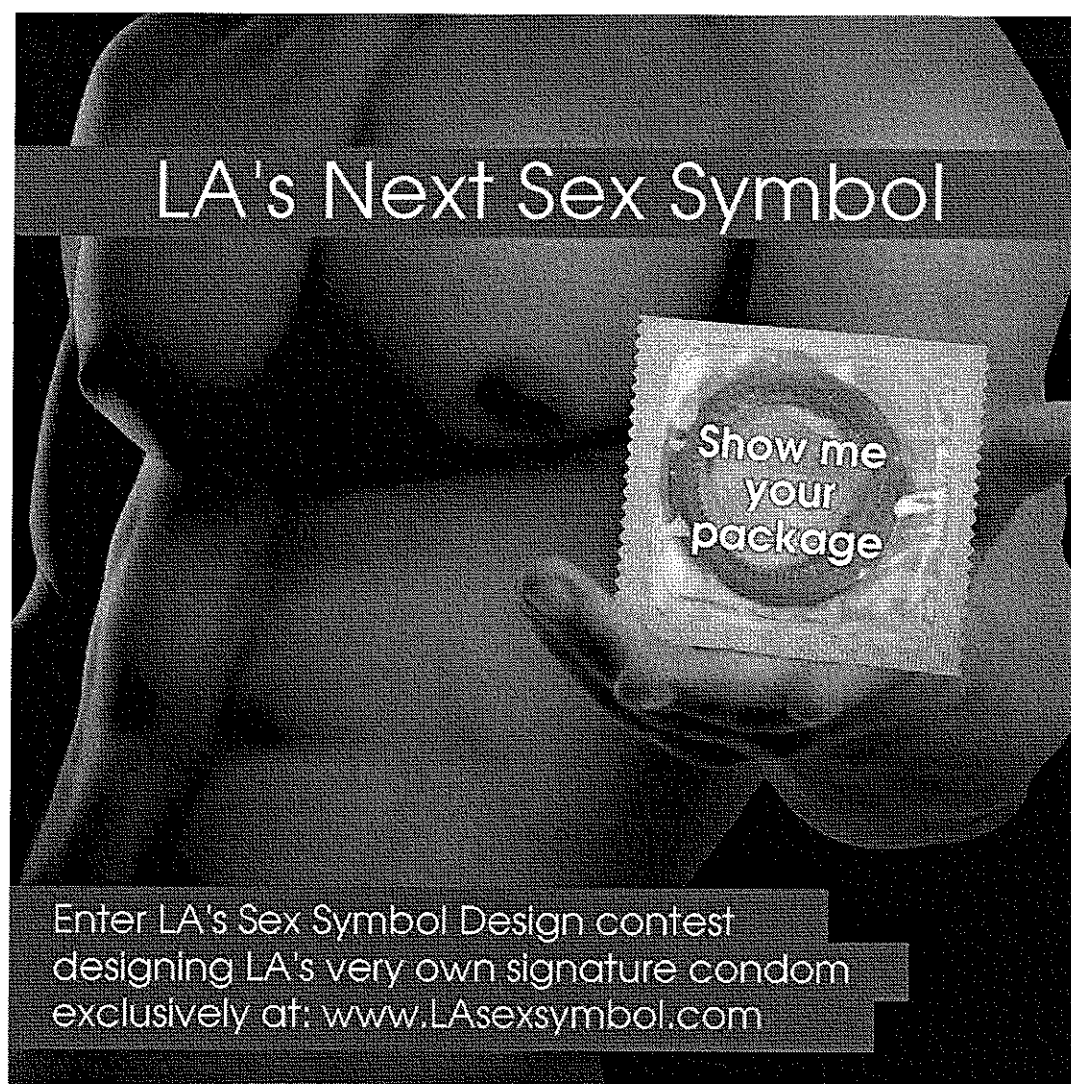
c: Richard Mason
Sheila Shima
Jonathan E. Freedman



LA's Next Sex Symbol

Show me your package

Enter LA's Sex Symbol Design Contest designing LA's very own signature condom exclusively at: www.LAsexsymbol.com



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